# 1998 Philip Morris

## Community Event Marketing Budget

| Budget Description | Original 1998 | Revised 1998 | Variance | Explanation |
|---|---|---|---|---|
| Consumer Incentives | $ 450,000 | $ 140,000 | $ 310,000 | no pack sales activities |
| Promotional Materials | $ 600,000 | $ 235,000 | $ 365,000 | reduce number of events from 65 to 23 - minority events only, no hospitalities |
| Agency Artwork | $ 425,000 | $ 240,000 | $ 185,000 | Reduce artwork needed due to adjusted calender |
| Non- Agency Artwork | $ 25,000 | $ 25,000 | $ - | - |
| Minority Advertising | $ 1,000,000 | $ 1,000,000 | $ - | - |
| Sponsorship Fee | $ 1,100,000 | $ 675,000 | $ 425,000 | no increase in sponsorship fee over 97', moreover, saving with concert sponsorships of 110,000 |
| Professional Services | $ 375,000 | $ 185,000 | $ 190,000 | Reduction in # of concerts, state fairs |
| Purchased Services | $ 150,000 | $ 150,000 | $ - | - |
| Stage Production | $ 750,000 | $ 510,000 | $ 240,000 | Reduction in # of concerts |
| Artist Fees | $ 725,000 | $ 630,000 | $ 95,000 | Reduction in # of concerts |
| Event Execution Agency | 40000 | 210000 | 190000 | Reduction in amount of events for 98' |
| **Total Budget:** | **$ 6,000,000** | **$ 4,000,000** | **$ 2,000,000** | |



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Source: https://www.industrydocuments.ucsf.edu/docs/mrkm0004